



TEXAS DEPARTMENT OF HEALTH
AUSTIN TEXAS
INTER-OFFICE

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Barbara Keir, Director (Original Signed)
Division of Public Health Nutrition and Education
Bureau of Nutrition Services

DATE: December 12, 2002

SUBJECT: Survey WIC Approved Foods and the grocery store experience

The WIC Advisory Committee has identified some issues regarding WIC approved foods and the grocery store experience. The WIC Program agreed to survey the local agencies to get a clearer picture of how participants are being educated on selecting WIC foods at the grocery store. Please help us complete this task by having your appropriate staff answer the attached survey. Please fax your completed survey(s) to Delores Preece, Bureau of Nutrition Services, by Friday, December 20, 2002, at (512) 458-7609.

If you have questions or require additional information, please contact Ms. Mary Van Eck, Manager, Nutrition Education and Breastfeeding Promotion, Bureau of Nutrition Services, at (512) 458-7111, extension 3484 or mary.vaneck@tdh.state.tx.us.

Attachment

WIC Approved Foods and Grocery Store Experience Survey

LA# _____

1. Do you use the Texas Department of Health (TDH) video, *Shopping for WIC Approved Foods* to educate WIC participants. ☐ Yes ☐ No

If yes, how do you use it?

- ☐ Show in the waiting room
- ☐ Use one-on-one with new clients
- ☐ Conduct group classes using the video

If no, why?

2. Do you use the self-paced lesson, *SP-000-10, WIC -Approved Foods, Using the Shopping guide*, to educate WIC participants? ☐ Yes ☐ No

3. What other methods do you currently use to educate WIC participants on shopping for WIC approved foods? _____

4. What do you suggest that the state agency do to help you educate WIC participants to better understand their WIC food package? _____

5. Do you have any information from your participants on problems they encounter while shopping for WIC foods, such as:

- Are certain WIC foods more problematic than others? ☐ Yes ☐ No

If so, which ones? _____

- Do your participants seem to understand that they can mix and match cereal but not go over the 36 oz. maximum? ☐ Yes ☐ No
- Do your participants understand the "least expensive brand" of juice and milk?
☐ Yes ☐ No
- Do they have problems with foods exceeding the "not to exceed" amount on the voucher?
☐ Yes ☐ No

6. What would you suggest as the best way(s) to simplify the WIC food package and/or to make the shopping experience less tedious for WIC participants?

Please completed this survey and fax by Friday, December 20, 2002 to:
Delores Preece,
at (512) 458-7609.